

## **Introducing Ring's All-New Ring Alarm Outdoor Siren and Sleek, Customisable Home Security, with the Next Generation of Ring Alarm**

*With a sleek new design, Ring's next generation Alarm offers affordable, convenient and flexible DIY home security. Pair with the all-new Ring Alarm Outdoor Siren to stay alert when your Alarm system is triggered.*

**Amsterdam—Mar. 17, 2021—**[Ring](#), whose mission is to make neighbourhoods safer, today announced its all-new Ring Alarm Outdoor Siren, alongside the next generation of Ring Alarm. Ring Alarm Outdoor Siren seamlessly integrates into your Ring Alarm security system, providing both audible and visual alerts to you and your neighbours if your Alarm system is triggered. Now with a brand new design, Ring's customisable Alarm system offers affordable, commitment-free security where it's needed most, keeping you connected to your property when you are both home and away.

### **Alert your Surroundings with Ring Alarm Outdoor Siren**

The all-new Ring Alarm Outdoor Siren integrates seamlessly with Ring Alarm and can be customised to fit your needs with its versatile power and setup options. In addition to a sleek design, Ring Alarm Outdoor Siren has an adjustable siren, which can be controlled via the Ring App, plus built-in LEDs which flash red when your Ring Alarm is triggered, to alert you and your neighbours to a potential security issue. With Ring Alarm Outdoor Siren's Dusk to Dawn feature, you can use your siren as an everyday security sign, illuminating white at night time for extra visibility and an added layer of security.

### **The Next Generation of Ring Alarm**

The next generation of Ring Alarm features a sleek, new design and incorporates even more security features into your Alarm system, to suit any type of home. With an updated Alarm Keypad, customers can utilise one-touch buttons to sound the Alarm or to activate Assisted Monitoring (with Ring Protect Plus) and notify three preset contacts that there is a medical emergency or a fire. Plus, the Keypad's Modes buttons make it easy for customers to set their Alarm to Disarmed, Home, or Away Mode as needed. Ring Alarm (2nd Generation) has newly designed sensors that are smaller, more compact and easy to mount so they can fit into smaller spaces, for added convenience and flexibility where it's needed most.

"At Ring, we're focused on customer feedback and are excited to add this latest product to our expanding range—giving our customers the tools they want, to build out their home security systems," said Dave Ward, Ring's Managing Director for Europe. "Now, more than ever, we expect technology to make our lives easier, safer, and more convenient. By introducing Ring Alarm Outdoor Siren, alongside our next-generation Ring Alarm system, we're focused on giving our customers more options to expand their Rings of security in an effective way, no matter their home setup."

For whole-home security, Ring Alarm can be linked to existing Ring Video Doorbells and Security Cameras within the Ring App, so that when the Alarm is triggered, it automatically activates all Ring cameras to begin capturing video, even if they do not detect motion. Alarm is also compatible with select Alexa-enabled devices, so users can arm, disarm and check the status of their Alarm with simple voice commands.

### **Pricing and Availability**

Ring Alarm Outdoor Siren is available for purchase from March 31st, 2021 for £69. Pre-order on [Amazon](#) today or sign up on [Ring.com](#) to be notified when Ring Alarm Outdoor Siren is available.

Ring Alarm (2nd Generation) will be available for purchase on April 28th, 2021, with pricing starting from £219 (5-piece kit). Pre-order on [Amazon](#) today or sign up on [Ring.com](#) to be notified when Ring Alarm (2nd Generation) is available.

The Ring Alarm (2nd Generation) 5-piece kit includes:

- (1) Base Station
- (1) Keypad
- (1) Contact Sensor
- (1) Motion Detector
- (1) Range Extender

### **Media Assets**

Click [here](#) for images and other media assets.

### **About Ring**

Since its founding in 2013, Ring has been on a mission to make neighbourhoods safer. From the video doorbell to the DIY Ring Alarm system, Ring's smart home security product line offers users affordable whole-home and neighbourhood security. At Ring, we are committed to making home and neighbourhood security accessible and effective for everyone – while working hard to bring communities together. Ring is an Amazon company. For more information, visit [www.ring.com](http://www.ring.com). With Ring, you're always home.

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